



Perspectives on Digital Fashion Communication of «Made In» Cases from Italy, France, Spain and Switzerland

Istituto Svizzero di Roma (Italy), 29.08 – 04.09.2021

Concept

The image and reputation of a nation are reflected in its creative industries, and are in turn produced and promoted by them. In this context, fashion plays a role of primary importance, both for its link with costume, art and intangible cultural heritage, and for its ability to act as an “ambassador” of a nation or region.

The symbolic market of national image and reputation today is also – perhaps primarily – negotiated in the world of digital communication. In fact, the digital transformation deeply involves all creative industries. The fashion world is experiencing this digital transformation on three levels:

- At the level of industrial production, from design to production and logistics, facing new challenges of economic, environmental and social sustainability;
- At the level of marketing and sales, both with e-commerce and with the hybridization of the physical store, in the so-called “omnichannel” interaction with various stakeholders;
- In the formation of styles and trends, defining from time to time what is, or is no longer, “fashionable,” in a constant dialogue between actors in the fashion sector, institutions, and markets.

The Summer School 2021 will investigate the contribution and dynamics of digital communication in the constitution of the national image, with specific reference to the creative fashion industry and the qualification of sustainable “Made in” in this sector. In fact, if the Internet is an icon and an outcome of globalization, which crosses national borders without any problem, it is precisely in online communication that the concept of “Made in”, its meaning and its values – as well as the attention paid by the sector to sustainability – are discussed and negotiated today.

“Made in Italy” is one of the most internationally recognized brands, and the knowledge and fame of Italian brands such as Fendi, Valentino or Bulgari, all of which originated in Rome, are emblematic of the importance of Italian creative industries in the world. The Summer School is ideally located for an appreciation and a discussion of this important heritage, which participants will be able to experience first-hand with case studies and on-site visits.

Program (subject to change)

Sunday 29.08	
16:00-19:00	Welcome at Istituto Svizzero
Dinner time	Suggested dinner together
Monday 30.08	
7:30-8:45	Breakfast on premises
9:00-9:30	Lorenzo Cantoni <i>Introduction</i>
	Michela Ornati / Elena Catuogno <i>Organization</i>
9:30-11:00	Bertil Cottier <i>Legal Aspects of Made In</i>
11:00-11:30	Coffee Break
11:30-12:30	Francesca Cominelli <i>Made In France: labels and their role in sustainability and safeguarding of cultural heritage</i>
12:30-13:00	Tour of Villa Maraini
13:00-14:00	Lunch on premises
14:30-17:30	Introduction to the group projects and time to work on them
18:30	<i>Perspectives on Digital Fashion Communication of «Made In» : the Case of Switzerland</i> A conversation with Nicolas Giroto (CEO Bally) moderated by Nadzeya Kalbaska Registration is open to the public via EventBrite
19:45	Bally Apéro on premises (for Summer School participants only)
Tuesday 31.08	
7:30-8:45	Breakfast on premises
9:00-11:00	Romana Andò, Nadzeya Kalbaska, Sophie Kurkdjian (pre-recorded), Teresa Sàdaba <i>Made in as a Concept with brand cases from IT/CH/FR/ES</i> Round table moderated by Lorenzo Cantoni
11:00-11:30	Coffee Break
11:30-12:00	Activity to be confirmed
12:45-13:45	Lunch on premises
14:00-18:00	Group Work
evening	Free activities

Wednesday 1.09	
7:30-8:45	Breakfast on premises
09:00-11:00	Simone Guercini (remote) and Patricia SanMiguel <i>Made In: the case of Social Media & Influencer marketing</i>
11:00-11:30	Coffee Break
11:30-12:30	Follow-up discussion on all previously presented topics. Moderated by Lorenzo Cantoni
12:45-13:45	Lunch on premises
16:00	Palazzo Rhinoceros (Alda Fendi - https://rhinocerosroma.com/galleria/) <i>Guided visit by Michela Cantatore, Gallery Coordinator</i>
evening	Free activities
Thursday 2.09	
7:30-8:45	Breakfast on premises
09:00-11:00	Maria Gravari-Barbas " <i>Fabriqu�� � Paris</i> ": <i>Communicate on the 'new local' in a global metropolis</i> Vera-Simone Schulz <i>Entangled Identities and Transcultural Dynamics of Cloth</i> Introduced by Nadzeya Kalbaska
11:00-11:30	Coffee Break
11:30-12:30	Lorenzo Cantoni and Alice Noris <i>Online localization in fashion</i>
12:45-13:45	Lunch on premises
15:00-17:00	Group Work
17:00-19:00	Final Presentations
evening	Suggested dinner together
Friday 3.09	
7:30-8:45	Breakfast on premises
09:00-10:45	Michela Ornati <i>Interactive Workshop on Haptic Technologies for Fashion Ecommerce</i>
10:45-11:00	Short Coffee Break
11:00-12:00	Sandra Biondo <i>Uses and appropriations of urban spaces by fashion houses</i> <i>The case of Fendi Roma: assessing the brand strategies & the heritage implications.</i> Wrap-up
12:00-13:15	Lunch on premises
14:00-15:00	Bulgari Domvs (Heritage Collection), Via Condotti 10 (https://www.bulgari.com/en-int/the-heritage-domvs.html) <i>Guided visit with Stefania Ciociola, Heritage Specialist</i>
16:30	Villa M�dicis , Viale Trinit� dei Monti 1. Entry: 1� (http://www.villamedici.it/) - <i>Guided visit with Sandra Biondo</i> Renaissance gardens / "Toiletpaper & Martin Parr" exhibit
Evening	Free activities
Saturday 4.09 - AM - departures	

Instructors

Romana Andò

Università di Roma La Sapienza (Rome, Italy)

Associate Professor of 'Sociology of Communication and Fashion' and 'Audience Theory and Analysis' at Sapienza University of Rome. Her research interests concern audience studies: media consumption practices, online fandom practices, TV engagement and social television, visual social media and fashion consumption.

She is Fashion Studies Master Coordinator.

She is the coordinator (with Alberto Marinelli) of 'Social TV Observatory' at Digilab Sapienza, a research project on social and connected TV, financed by the most relevant Italian TV broadcasters (Rai, Sky, Mediaset, Viacom, Fox Channels, Discovery Channels, Laeffe, AXN).

Lorenzo Cantoni

USI – Università della Svizzera italiana (Lugano, Switzerland)

Graduated in Philosophy and holds a PhD in Education and Linguistics. He is full professor at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication, Culture and Society, where he is director of the Institute of Digital Technologies for Communication.

His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI in 2013. He is USI's Pro-rector for Education and Students' experience, director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne, and vice-director of the Master in International Tourism.

Francesca Cominelli

Université Paris 1 Panthéon-Sorbonne (Paris, France)

Francesca Cominelli is Associate Professor at the University of Paris 1 Panthéon-Sorbonne. She holds a Ph.D in Economics and her research interests include economics of culture, cultural commons, public policies, and cultural tourism. More specifically she is interested in cultural diversity, intangible cultural heritage, creativity, innovation, and traditional craftsmanship. Previously, she worked as project specialist for INMA and the French Ministry of Culture and Communication (2008-2010), and as researcher for the European Investment Bank Institute (2013-2014), for the University of Lille 3 (2015) and for OECD (2018-2019). She is a member of ICOMOS France.

Bertil Cottier

USI – Università della Svizzera italiana (Lugano, Switzerland)

Professor emeritus (University of Lausanne), former full professor and Dean of the Faculty of Communication Sciences (USI).

Studied law at the University of Lausanne and at the School of Law of Columbia University (New York).

Worked as court reporter for the newspaper "24 Heures" (1977-1983), then as staff legal advisor for the media law and data protection units of the Federal Office of Justice (Bern, 1984-1987). From 1987 to 2005, deputy director of the Swiss Institute of Comparative Law. From 2004 to 2006, director of the advanced studies program on law, criminality and security of new technologies (Universities of Lausanne and Geneva).

From 2006 to present Associate Professor at the Law Faculty of the University of Lausanne (Internet Governance) and visiting professor at the Academy of Journalism of the University of Neuchâtel.

Editor of *Medialex* (Swiss journal of communication law) and of *sui generis* (Swiss online law review). Member of the board of the Swiss communication law forum.

Member of the European Commission against Racism and Intolerance (ECRI)

Consultant for the Council of Europe, the Centre for the Democratic Control of Armed Forces, the OSCE and the Federal Department of foreign affairs on issues of data protection and freedom of information (missions in Ukraine, Georgia, Armenia, Moldova, Albania, Bosnia-Herzegovina, Egypt, Tunisia, Palestine, Morocco, as well as conferences in Algeria, Montenegro and Lebanon)

Maria Gravari-Barbas

Université Paris 1 Panthéon-Sorbonne (Paris, France)

Maria Gravari-Barbas has a degree in Architecture and Urban Design (University of Athens, 1985) and a PhD in Geography and Planning (Paris– Sorbonne, 1991). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA (1990). She is the Director of the EIREST, a multidisciplinary research team dedicated to tourism studies, with main focus on cultural heritage, development, and urban-tourism evolutions. Since 2009 she is the director of the UNESCO Chair of Paris 1 Panthéon-Sorbonne University and the coordinator of the UNITWIN network 'Tourism, Culture, Development'. She is the Chair of the Committee on Cultural Heritage of the European Alliance "Una Europa" (<https://www.una-europa.eu/>). She is the editor of the *Via Tourism Review* (<https://journals.openedition.org/viatourism/?lang=en>). Her published works include: *A research Agenda for Heritage Tourism*, Elgar (2020), *Le patrimoine mondial, Mise en tourisme, mise en images*, L'Harmattan (2020), *Lieux ordinaires, avant et après le tourisme*, PUCA (2018), *Tourism and Gentrification in Contemporary Metropolises. International Perspectives*, Routledge (2017), *World Heritage Sites and Tourism. Global and Local Relations*, Routledge (2017).

Simone Guercini

Università di Firenze (Florence, Italy)

Simone Guercini (PhD in Economics Sant'Anna School of Pisa, TAGs Sussex University) is Professor of Marketing and Management at the University of Florence, where he teaches Strategic Marketing and International Marketing. He is the head of the Marketing and Internationalization Laboratori at the PIN Consortium at Prato, where he did research for more than twenty years on the textile and fashion business with specific reference to the relation between luxury brands and suppliers in manufacturing local systems. He was research associate and visiting professor in universities and research centers, including Grenoble Ecole de Management, Max Planck of Berlin for human development, Georgia State University, ISEM at the University of Navarra, La Rochelle Business School. He was associate editor of *Journal of Business Research* and *Journal of Global Fashion Marketing*, and he is senior associate editor of *Management Decision*. He is member of the Editorial team of *Journal of Fashion Marketing and Management* from about two decades. He published some books and more than eighty articles in academic journals including *Industrial Marketing Management*, *Journal of Business Research*, *Global Strategy Journal*, *Journal of Cleaner Production*, *International Business Review*, *International Marketing Review*.

Nadzeya Kalbaska

USI – Università della Svizzera italiana (Lugano, Switzerland)

Nadzeya Kalbaska has Bachelor degree in Cultural Heritage Interpretation and History of Arts (European Humanities University in Minsk, Belarus); Master Degree in Tourism Management and PhD in Communication Sciences (USI – Università della Svizzera italiana, Lugano, Switzerland). She is currently academic coordinator of MSc in Digital Fashion Communication (www.usi.ch/mdfc), Double degree between USI and Université Paris 1 Panthéon-Sorbonne, France. She is group leader on Digital Fashion Communication Research (www.digitalfashion.ch) at the Institute of Digital Technologies for Communication (USI), where she coordinates research activities by PhD candidates and Master students on online communication practices in the fashion domain. Her research interests are in the areas of digital transformation of communication and marketing, digital communication strategies, education technology (use of ICTs in HRM and learning analytics). Nadzeya is a co-chair and co-editor of FACTUM Conference, the first academic conference on Fashion Communication. Nadzeya has been a visiting researcher at Hong Kong Polytechnic University (Hong Kong), Business School of the University of Strathclyde (UK), Auckland University of Technology (New Zealand), and Operating Unit on Policy-Driven Electronic Governance of the United Nations University (Portugal). Nadzeya is the immediate past General Secretary of the International Federation for Information Technologies in Travel and Tourism (IFITT).

Sophie Kurkdjian

IHTP-CNRS, Director of Culture(s) de Mode (Paris, France)

Sophie Kurkdjian got her PhD in History at the University of Paris I Sorbonne. She is currently Assistant Professor at the American University of Paris where she teaches fashion studies. She has just published *Géopolitique de la mode* (2021). An Associate Researcher at the Institut d'Histoire du Temps Present (IHTP-CNRS), she supervises a research seminar on the cultural history of fashion. She is also a curator: she has organized the exhibition *French Fashion, Women and the First World War* in Paris in 2017 and then in New York in 2019. In 2018, Sophie Kurkdjian created the research network *Culture(s) de Mode* in collaboration with the French Ministry of Cultural Affairs.

Teresa Sádaba

ISEM Fashion Business School (Madrid, Spain)

Teresa Sádaba is the Dean at ISEM Fashion Business School, where she also teaches Strategic Communication for Fashion Companies.

She is Professor at the University of Navarra and at the Università della Svizzera italiana. Visiting professor at the Université Paris XII and George Washington University among others. Fulbright fellow.

PhD in Communication, BA in Journalism and Political Science. Expert on framing issues and strategic communication. Author of "Framing: Una teoría para los medios de comunicación" (2006), "Framing: El encuadre de las noticias" (2008) or "Moda y Marca España" (2012). Her research is now focused on politics & Fashion and new developments in communication.

Patricia SanMiguel

ISEM Fashion Business School (Madrid, Spain)

Patricia SanMiguel is Associate Professor of Digital Marketing at ISEM Fashion Business School and the School of Communication-University of Navarra. She is Executive Fashion MBA at ISEM, and holds a European PhD in Digital Marketing, with Extraordinary Doctoral Prize, from the University of Navarra. She has been Visiting Scholar at Fashion Institute of Technology, University of Florence - School of Economics and Università della Svizzera italiana – School of Communication. She has been Principal Investigator in two European Projects: "Influencer Trust Label: Combating Fake News Through Social Media Channels" and "Responsible Influencers White Paper", both funded by the European Commission. In 2016 SanMiguel created the observatory of analysis of the digital impact of fashion brands Digitalfashionbrands.com. SanMiguel is Academic Coordinator of the Executive Master in Fashion Business Management and the Fashion Digital Marketing Program at ISEM Fashion Business School.

Vera-Simone Schulz

Kunsthistorisches Institut in Florenz – Max-Planck-Institut (Florence, Italy)

Studied art history, philosophy and Russian literature in Berlin, Moscow and Damascus. Her dissertation, supervised by Prof. Dr. Gerhard Wolf (Humboldt-Universität zu Berlin) and Prof. Dr. Avinoam Shalem (Columbia University, New York), focused on "Infiltrating Artifacts: Florence and Tuscany in their Mediterranean and Global Entanglements. Studies in a Transcultural History of Art Before Modernity". Her areas of research include Florence and Italy in a Mediterranean and global perspective, Islamic art and architecture, transmedial and transmaterial dynamics, textile ecologies, global approaches to the fourteenth century, and transcultural art history. Since 2011, she has been a research assistant (2011-2014) and research associate (since 2014) in the department Gerhard Wolf at the Kunsthistorisches Institut in Florenz. Since 2014, she has coordinated the international research project "Networks: Textile Arts and Textility in a Transcultural Perspective (4th-17th Cent.)", directed by Gerhard Wolf and funded by the German Research Foundation. Since 2015, she has been working on a habilitation project on Islamic art and architecture at the margins of the Islamic world with a special focus on the Swahili coast in coastal East Africa. Her research has been supported by the German Academic Scholarship Foundation (Studienstiftung des deutschen Volkes), the German Academic Exchange Service (DAAD) and the German Research Foundation (DFG), among others. From November 2018 to January 2019, she held a postdoctoral research fellowship at the Bard Graduate Center, New York.

Speakers

Nicola Girotto

CEO, Bally

Since 2015, Bally's CEO Nicolas Girotto has been integral in transforming the Swiss luxury brand, first as Chief Operations Officer, and later, in April 2019, as its Chief Executive Officer. Leading a global team of 1,400 employees and an expansive network of more than 300 retail stores from offices headquartered in Caslano, Switzerland and Milan, Italy, Girotto brings integrity, insights and leadership from over 20 years of industry experience in fashion and retail that has led the company's turnaround and strategy for growth.

As part of Bally's Executive Committee, Girotto has prioritized the brand's repositioning, dedicating valuable resources towards reorganizing supply chain, product and collection development, buying and merchandising planning and optimizing its retail portfolio. Importantly, he has led the charge in confronting the industry's impact on the environment, committing Bally to the global Fashion Pact, and publishing a Sustainability Roadmap with dedicated initiatives to hold the company accountable to key sustainability targets while driving innovation. He is also responsible for commanding the recent acceleration of Bally's digital strategy in 2020, including the first Virtual Showroom for the SS21 selling campaign in July, a digital-first collection presentation in September and redirecting investment in to China's digital infrastructure, to expand innovation and opportunity in Bally's largest and leading market.

Since 2020, Nicolas is a founding member of the Ticino LifestyleTech Competence Center (LTCC) in Lugano, leading Bally's active involvement in the Swiss territory by investing in talent and critically encouraging new ways of thinking to enrich business, leveraging innovation and sustainability for the next generation. The LTCC aims to create shared value research to optimize processes and reduce environmental impact within the fashion sector.

Prior to his appointment at Bally, Girotto was Group Chief Financial Officer of the Zurich-based, leading travel retailer The Nuance Group. He also worked with Italian fast-fashion retailer Conbipel following its acquisition by Oaktree Capital Management, and global optics retailer GrandVision Group, where he began his career in 1997.

The driving force behind the establishment of the Bally Peak Outlook Foundation and committed to expanding the local arts dedicated Bally Foundation, in the company's home canton of Ticino, Girotto is an avid cyclist and marathon runner. Born in Agen, France, he is an alumnus of Montesquieu University – Bordeaux IV. Currently, he resides in Lugano, Switzerland with his wife and two daughters.

Project Coordination

Michela Ornati

Università della Svizzera italiana / University of Applied Sciences and Arts of Southern Switzerland (SUPSI)

Michela Ornati is PhD student at USI's Institute of Digital Technologies for Communication as well as Professional Lecturer at SUPSI. She is a fashion and luxury expert with thirty-years' executive experience in leading industry firms such as DMC, Mantero, Bulgari and Giorgio Armani. She acquired a Master's Degree in English, Languages and Foreign Literature (Laurea Specialistica) at International University of Languages and Media IULM (Milan, Italy) and a Master of Business Administration at Jefferson University (formerly Philadelphia College of Textiles and Science, USA) as well as a certificate in Advanced Studies in Didactics at SUPSI. In 2014 she was a recipient of the Credit Swiss Best Teaching Award for SUPSI's "Fashion and Luxury Sustainability Summer School." Michela Ornati's research focus is on digital fashion communication and the role of haptics (touch technologies) in e-commerce.

Istituto Svizzero Summer Schools

Elena Catuogno Executive Assistant to the Director - **Paolo Caravello**, Head of Production
